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VisCom The 23rd Visual Communication Conference

Jackson Hole, Wyoming • June 17–21, 2009

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Previous conferences:

- VisCom 1, 1987
Alta, UT
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Calistoga, CA
- VisCom 3, 1989
Park City, UT
- VisCom 4, 1990
North Shore, Tahoe
Truckee, CA
- VisCom 5, 1991
Breckenridge, CO
- VisCom 6, 1992
Flagstaff, AZ
- VisCom 7, 1993
Jackson Hole, WY
- VisCom 8, 1994
Feather River
Graeagle, CA
- VisCom 9, 1995
Flagstaff, AZ
- VisCom 10, 1996
Alta, UT
- VisCom 11, 1997
Jackson Hole, WY
- VisCom 12, 1998
Winter Park, CO
- VisCom 13, 1999
Lakeland Village,
South Lake Tahoe, CA

Program

Below is the schedule of presentations for the conference as of June 14, 2009.
(Link to the original [Call for Papers](#))

WEDNESDAY - June 17, 2009

- 07:00PM **Reception & Gathering of Friends**
Greeting, meetings, and general good cheer accompanied by convivial consumption of liquids and dessert treats
- 07:30 Announcements & self introductions

THURSDAY - June 18

- 07:30-09:00 Breakfast
- 09:00-10:15 **TITLE**
AM Moderator: **Ken Smith**, University of Wyoming
- **Conrad Smith**, University of Wyoming, “Journalistic Puritanism and the Decline of the American Newspaper.”
 - **Eric Wiltse**, University of Wyoming, “Tapping the Collective Consciousness on Page One: Two case studies of Traditional Community-newspaper Flags.”
 - **Cindy Price**, University of Wyoming, “Using Visual Theories to Analyze Advertising: A Case Study of South Dakota’s Abortion Commercials.”
- 10:15-10:30 Break
- 10:30-11:45 **TITLE**
Moderator: **Larry Mullen**, University of Nevada, LV
- **Georgette Page**, Millikin University, “Monsters and Overcoats: Young Children’s Response Two Different Stories Presented in Two Different Ways.”
 - **Michael Holmes**, Ball State University, **Jacqueline Martinsen**, Ball State University, and **Seth Reichlin**, Pearson Education, “Show Us How You Study: Results and Methodological Lessons of a Visual Semi-auto-

VisCom 14, 2000
Chico Hot Springs, MO

VisCom 15, 2001
Flying M Ranch,
Yamhill, OR

VisCom 16, 2002
Paradise Shores
Holcombe, WI

VisCom 17, 2003
Sandpoint, ID

VisCom 18, 2004
Asilomar
Monterey, CA

VisCom 19, 2005
Banff, Canada

VisCom 20, 2006
Midway, UT

Viscom 21, 2007
Estes Park, CO

Viscom 22, 2008
Lake Tahoe

Viscom 23, 2009
Jackson Hole, WY

Viscom 24, 2010
Portland, OR

ethnographic Study of College Student Study Practices.”

- **Sheree Josephson**, Weber State University and **Michael E. Holmes**, Ball State University, “Visual Attention-shifting among Multiple Applications in a Windowed Computing Environment: A Study of Same-screen, Cross-application Task Interruptions.”

11:45-01:15 LUNCH
PM

01:15-02:30 **TITLE**
PM Moderator: **Beau Bingham**, University of Wyoming

- **Julian Kilker**, University of Nevada, Las Vegas, “The art of (technology) dissection.”
- **Marjorie Yambor**, Western Kentucky University, “Mining Visual Memes: Exploring the Evolution of Interactive Internet Narratives.”
- **Alexie Jo Pitsch**, University of Wyoming, “Real World or Not? A Visual analysis of Second Life.”

02:30-02:45 Break
PM

02:45-04:00 **TITLE**
PM Moderator: **Gracie Lawson-Borders**, University of Wyoming

- **Don Barth**, University of South Carolina, “net Cabinet of Wonder.”
- **Brian Rusted**, University of Calgary, “The Kyle Project.”
- **Karla Berry**, National University, San Diego, “The Global Rivers Project.”

04:00-04:15 Break
PM

04:15-04:45 **Paul Martin Lester**, California State University, Fullerton,
PM “How to Make the Banal Inventive: Using Concept Map Analysis to Appreciate Ordinary Images.”

FRIDAY - June 19

07:30-09:00 Breakfast

09:00-10:15 **TITLE**
AM Moderator: **Justin Stewart**, University of Wyoming

- **Michael Scully**, Roger Williams University, “Planet Forward.”
- **Hans Rosenwinkel**, University of Colorado, Denver,

“Tuberculosis: The White Death.”

10:15-10:30 Break

10:30-11:45 **TITLE**

AM Moderator: **Karla Berry**, National University, San Diego

- **Victoria O'Donnell**, Montana State, “Visual Communication and Collective Memory.”
- **Bob Britten**, West Virginia University, “Flight 93 Memorial.”
- **Jennifer Lynne Dunn**, University of Wyoming, “Testing the Accuracy of Visual Memory.”

**Lunch on
your own**

**Afternoon - FREE TIME. Enjoy
Jackson Hole and surrounding areas.**

SATURDAY - June 20

07:30-09:00 Breakfast

09:00-10:15 **TITLE**

AM Moderator: **Roxanne O'Connell**, Roger Williams University

- **Julie Snyder-Yuly**, Iowa State University, “Visual Silencing: Power and Personal Communication Technology.”
- **Brittany Wells, Lauren Nichole Patton; Jennifer R Waluta; MacKenzie C. Mixer; Kiley Katharine Tomassi; Jennifer Lynne Dunn, Alexie Jo Pitsch, and Ken Smith**, University of Wyoming, “Veromones: Visual Cues in Everyday Interaction”
- **Tracey Patton**, University of Wyoming, and **Julie Snyder-Yuly**, Iowa State University, “Flabulous: The Skinny on Being a Plus-Sized Model on America’s Next Top Model.”

10:15-10:30 Break

10:30-11:45 **TITLE**

PM Moderator: **Ginny Kidd**, California State University, Sacramento

- **Pete Seel**, Colorado State University, “Images of Global Warning.”
- **Tara Liss-Marino**, University of Pennsylvania, “By the Book: Book Jacket Designers and the Construction of Professional Identity.”
- **Meiyu Guo**, University of Nevada, Las Vegas,

“Analysis of the Nexus of Visual Images and Common Culture in Cross-cultural Advertising.”

12:00-12:30 (Half-hour presentation)
PM

xtime burrough, California State University, Fullerton,
“Participatory Projects.”

05:00 PM **Leave for VisCom Barbeque**

SUNDAY - June 22

07:30-09:00 Breakfast

9:00 AM **TOWN HALL MEETING**

- Fixing a single email system (redux)
- Next year.

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